

* LEFT OVER FROM THE LAST ISSUE... ED

Does He...Or Don't He?



Hair color so natural only his brothers know for sure!



You can bet your life it's good.

With Miss Clearoil it takes just a few minutes. With YOU it may take a little longer. Miss Clearoil lightens hair as it colors... gives head that glow-in-the-dark effect... works without batteries. Comes in 86 exciting shades, including; Passion Brown, Bloodshot Red, Dandruff Grey, Nauseous Green and the ever popular Itchy Blue. Won't wash off... Won't smear off... won't rub off... Not even if you want it to! Let Miss Clearoil get into your hair today! Make your head the envy of friends!

Warning: Please do not hold near eyes!

Hold near nose! Stuff looks terrible but smells nice!

More men use **MISS CLEAROIL** than any other shaving cream.



Number 3

JULY 1958

Cracked

PUBLISHER Bob Sproul
Editor Sol Brodsky

ARTISTS: John Severin, Russ Heath, Bill McCartney, Joe Maneely, Bernard Bailey, Syd Shores, Carl Burgos, Paul Reinman, Bill Everett, Pete Costanza, Le Poer
WRITERS: Paul Laikin, Bill Ward, Jerry Siegal, Lincoln Adair, Sally Finkel, Dick Richards.



FEATURES

BASEBALL 1958 **PAGE 7**
With **BASEBALL** taking on a new look, **Cracked's** Editors who are on the ball, give you the lowdown.

JACK FAAR **PAGE 11**
A look-see at a very funny fellow with a very funny show, who keeps people up late at night who really need their sleep.

SMALL BUSINESSES **PAGE 20**
The tipoff on how to be successful even though you're short on cash.

OBSERVATION TEST **PAGE 30**
So you think you're smart, eh? Well, we dare you to take this test written especially for **Cracked** by a very famous professor. His name slips our mind.

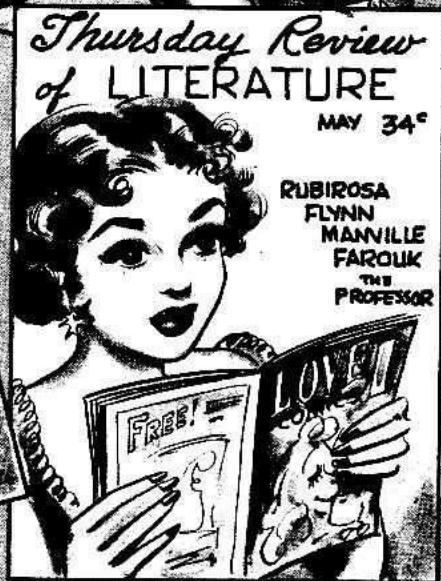
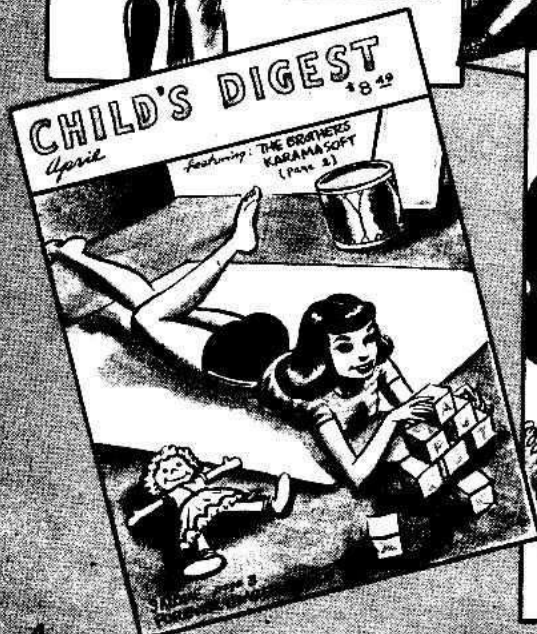
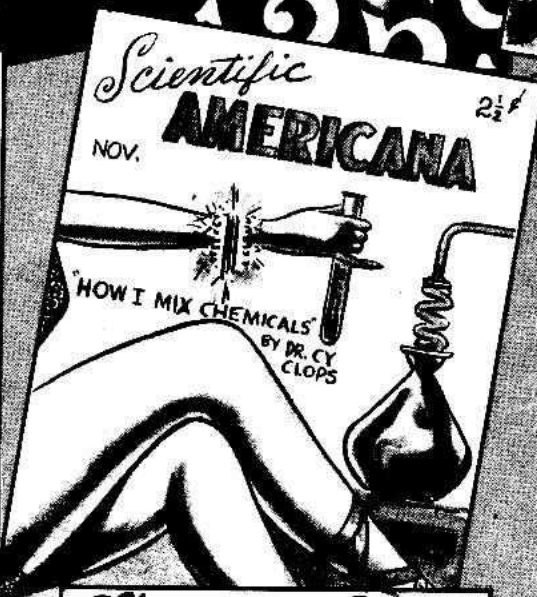
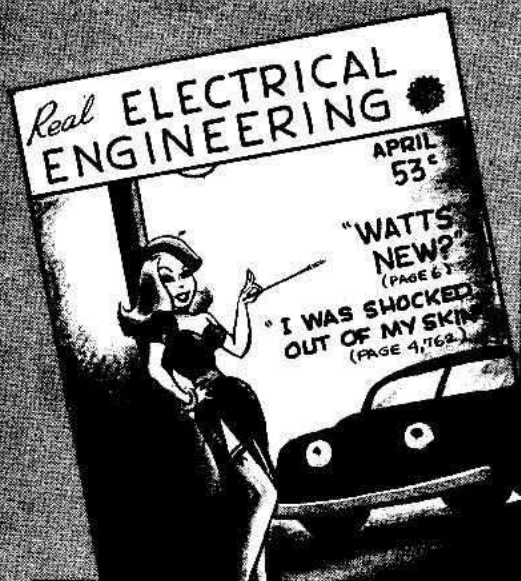
BILLIONAIRE **PAGE 39**
If you think it's **EASY** to be a Billionaire, read about the problems one of them has, and maybe you'll change your mind about wanting to be one . . . we said **MAYBE**.

TABLE OF CONTENTS

MAGAZINE COVERS	Page 4
LETTERS	6
SHUT-UPS	10
MEDICAL SPECIALISTS	15
NICKNAMES	18
THE SKY OF TOMORROW	22
RADIO SHOW	24
REXELL AD	26
UNKNOWN INVENTORS	28
TV FORMATS	32
CULTURAL EXCHANGE	35
MEET YOUR NEIGHBOR	37
MISTAKEN IDENTITY	42

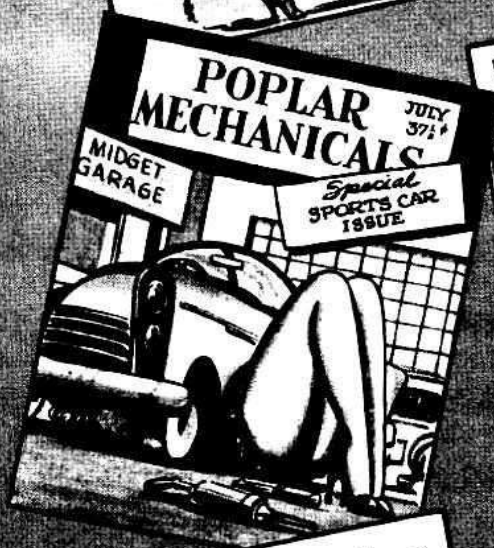
Cracked Magazine is published bi-monthly and copyright 1958 by Major Magazines, Inc., 218 West 48th Street, New York 36, N. Y. Second class mailing privileges pending at New York, N. Y., with additional entry pending at Canton, Ohio. Publisher can accept no responsibility for unsolicited letters, manuscripts or artwork, although every effort will be made to return such matter when self-addressed stamped envelope is included. Single copy price 25 cents. Subscription (9 issues) in the United States and possessions, \$2.00. Elsewhere, \$2.50. PRINTED IN THE UNITED STATES.

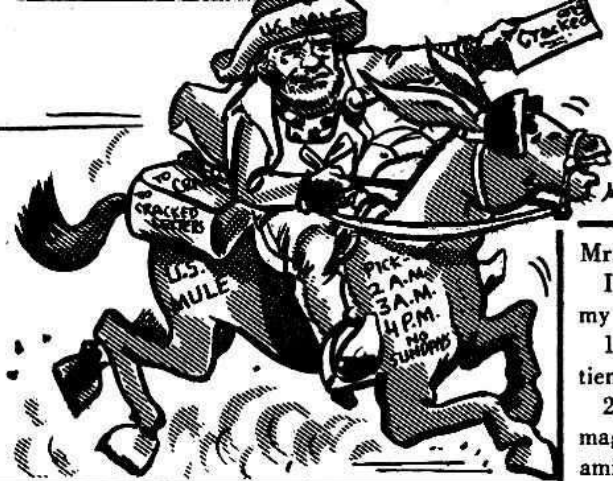
NEW LOOK MAGAZINE COVERS



What's the world of magazines coming to?

Today, the big selling magazines are the ones that have pictures of beautiful girls on the covers. How would it look if some of the more conservative type magazines went in for this type of sensationalism. Try to picture your favorite newstand and you can just see these...





LETTERS

Dept. All kinds
All descriptions
All sizes
Some summonses

Editor
Cracked Magazine.

Halfway through last month's mag, the top of my head split open—and got rid of a 10 year headache, the 'pressure kind.'

I feel great, but don't get a crew-cut any more . . . comb the tresses over the CRACK. Only drawback is, little wisps of Smoke come out of the fissure. I find if I keep a cigarette lit up in public, no one knows My Secret. Many thanks.

Uzzie Coogans
Cracked Pot
Marshall, Texas

Dear Editors,

I like your Cracked rag and I guess it's only human to err. But will someone please tell me what is propelling old-style Independence Rocket on page thirty-one of issue no. 2. The fuse hasn't yet been burned to the end.

One other fault I find in your otherwise wonder-magazine is that your letter section isn't long enough. That's what we read first in my neighborhood.

An enthusiastic fan,
DeLancey Webster



We told those scientists they'd never get that rocket off the ground.

Dear Editor,

I think your CRACKED magazines are a bunch of trash. I wouldn't spend 5 cents on a magazine like CRACKED. And for those Shut-Ups they're older than I am. About that Frankenstein rock 'n roll junk, I prefer Elvis the Pelvis much more.

Barry Rubin
St. Paul Minn.

P.S. Here is my \$2.00 for the next nine issues of CRACKED.

Mr. Editor,

I have stopped keeping CRACKED on my waiting room table because.

1. CRACKED cures some of my patients before they get into my office.
2. I can't get the patients to put the magazine down when I'm ready to examine them.
3. The copies keep disappearing before I have a chance to read them myself.

Dr. Stewart Barcham
Maspeth, Queens

Dear Cracked Pots,

In your May issue of CRACKED you had on page 38 FRANKENSTEIN GOES ROCK AND ROLL you have Frankenstein as the monster. Frankenstein was the mad scientist. (And I thought Sylvester could mend your mag.) Boops! you made another mistake. In the table of contents you said Letters was on 4 and the Breaking Point on 42 it was vice versa. (Sylvester how could you)?

Bob E. P. Shuman
Marblehead, Mass.



Dear Bob,
I always thought Marblehead was in Missouri.

Dear CRACKED Editors;

Get going, you guys, THREE hands on your Oswald and the poor creature is knock-kneed.

A Faithful Reader,
Jeffrey Koch
Glen Head, N.Y.

What's so unusual about being knock-kneed?

Dear Editor;

I have just finished reading your new magazine, and I must say it is somewhat different than the kind of books that I have been used to reading.

I think that your magazine is a lot better than most of the stuff that I have read recently.

I'm very interested in your new book and I hope that you keep on putting out

the same stuff.

When will I be able to expect your next issue, and how many more issues do you expect to put out?

James Edwards

You keep reading, and we'll keep putting out CRACKED.

Dear Sirs,

I think that your "multi-million dollar" magazine is a pretty good rag. So good that I got several and ate them for dinner.

Your CRACKED reader,
Scott Swanson
Los Angeles

Dear Sirs:

We (Jerry Crane, Harvey Revzon, Bonnie Beyers & Diane Orlich) would like to inquire about your trip to Mars. After seeing the beautiful girl you had on your poster in the last issue, we would like to know what the night life is like. We would like the 2 light year trip as we are too weak for the heavy one. Where and when are you leaving. And when, if you are able, are you getting back.

Sincerely,
Jerry Crane

P.S. We would like to book passage on the first rocket.

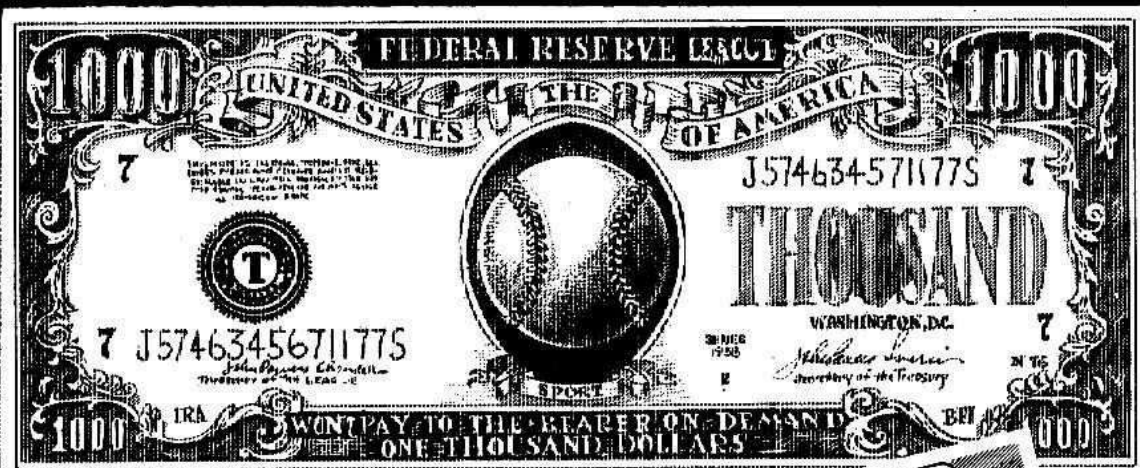


For this?



Now, for the first time in history, baseball is finally a national pastime. Previously, the sport was played in a chosen few cities. However, the club owners and general managers felt that the public was entitled to watch baseball played from coast to coast. So they unselfishly moved their teams to other places where they unselfishly will make more money. So as not to confuse the fans, we here at Cracked unselfishly present a breakdown on...

BASEBALL 1958



Gee whizz, why can't we, Mr. Stengel? Everybody else is doing it, besides it'll be awful lonesome in town all by ourselves.

What team is this?
Durn if I know anymore, Buddy.

You mean just because we're moving so close to Hollywood we've got to change our name to "The Colossals"?

WAH! Take your money back. I want my mommy!

Look, kid, I know ya come from Pinetree ... but we ain't goin' ta Pinetree ... there ain't no league in Pinetree ... Maybe next year, kid

Omigosh! I forgot which team I was with this year.

Whom stole my comic books?

Whaddya mean, call you when we get to Tahiti?

Gqsh, Mel, it sure makes us sad, real sad, to see them go. We really hated to sell the franchise but ... well, it's for the good of the sport.

But I thought we wuz makin' plenty of dough right here!

I'll send for you when I get there, dear.

Get where?

Where I'm playing.

Where's that?

I dunno.

How come?

I was traded.

But what about my T. V. contract with Crunchy Snappers the breakfast cardboard with the Secret Extra Energy Ingredient L-22?

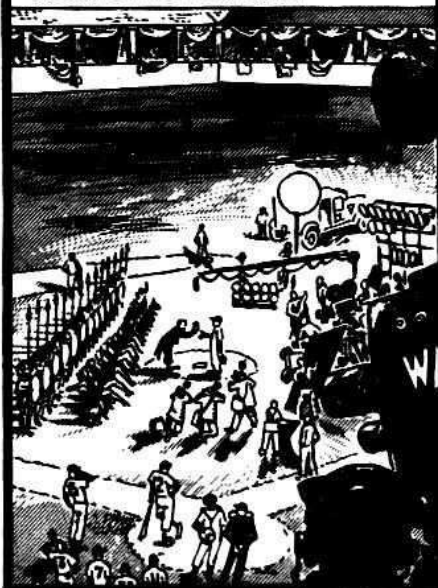
You sure this way to Oskai Stadium?

SEVERIN & JACOBI

On the East Coast as in years past the first ball of the season is thrown out by the President of the United States



. . . While Mr. DeMille opens the season on the West Coast

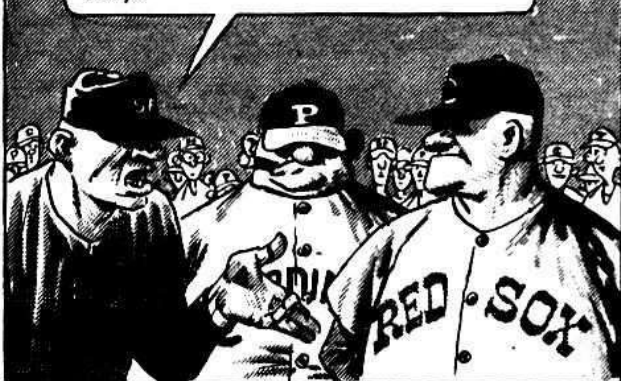


In the American League, games start with the Brooklyn Dodgers, who are now the Los Angeles Giants, playing the Boston Braves, who are really the Baltimore Orioles (except Ted Williams who refuses to leave Beantown).

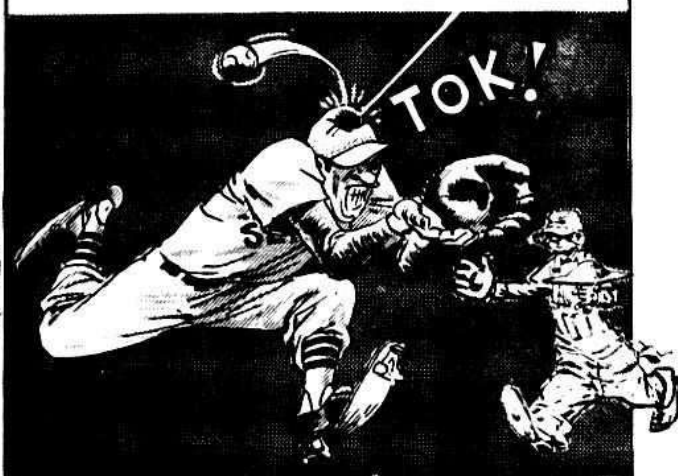


The San Francisco Brooklyns will travel East by plane (except those players who get plane sick) and play the Philadelphia Cardinals who will go West by train (except those players who get train sick) where both teams will play the Chicago Red Sox between trains.

Look, only five of my players would come and the Cards only have four—so, supposing we team up and play you a double-header, okay? We'll split the take, okay?



The Cincinnati Senators who originally were the Boston Celtics (except Ted Williams who insisted on remaining) will have no night games in 1958, since due to the time differences and their schedule, which includes the Honolulu Red Sox*, they won't see nighttime all season.



*Except Ted Williams who won't wear a grass skirt.

THERE WILL BE THREE DAYS OFF BETWEEN SERIES FOR THE LOS ANGELES DODGERS WHO ARE BOOKED AS EXTRAS IN A NEW M.G.M. EXTRAVAGANZA, "THE BAGS WERE LOADED" STARRING JOE E. LEWIS.



Broadcasting for the Frisco Giants will be Lorraine Day who got the job through a relative.



Famous bush league pitcher, Cyrus L. Bynum, originator of the slow ball finally opens the season in the newly organized Southern League.*



*Which has excluded the N. Y. Yankees.

For better T. V. reception on both coasts arrangements with the National Park Service are being made for the use of the Grand Canyon for the All Star Game.



Naturally some West Coast team will have to win the pennant and play those reactionary, immovable fixtures, the N. Y. Yankees. So, the first three games will be played in L. A. where uniforms will be sport shirts for the home team and T-shirts for the visitors*.



*Pool privileges provided by the home team at a slight cost—suntan lotion, free.

The next four games will be played two months later, since the Yanks don't fly, motor, or rail, (or smoke, drink or curse) the home team will wear their usual uniforms, while the West Coasters will wear something suitable to the change in climate.



At the close of the season, the presidents of both leagues will get together to discuss the possibilities of the third league and perhaps a fourth one, to further the interests in the national sport and also to make more money.

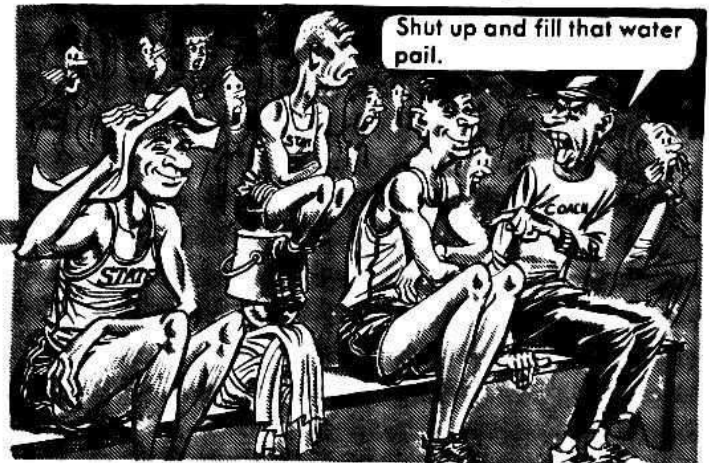
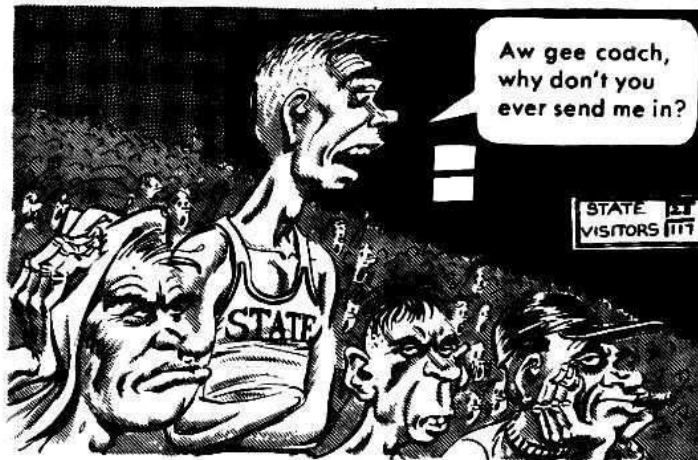


The spirit of rivalry between the leagues is running strong. No possibilities are being overlooked to help entertain in increasing number of fans and to billing the sport before bigger and bigger audiences*.



*And to make more and more money.

CRACKED SHUT-UPS



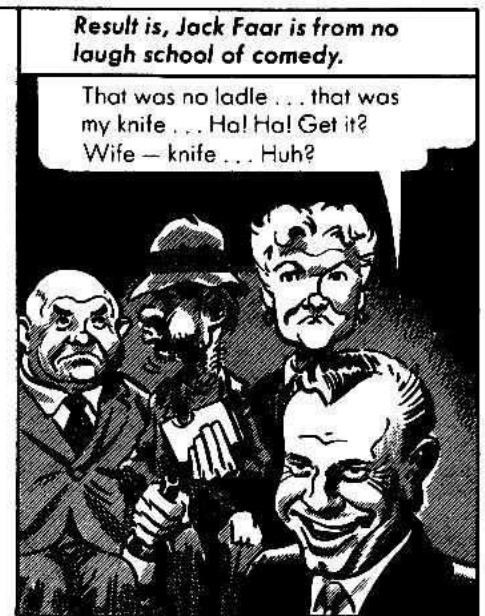
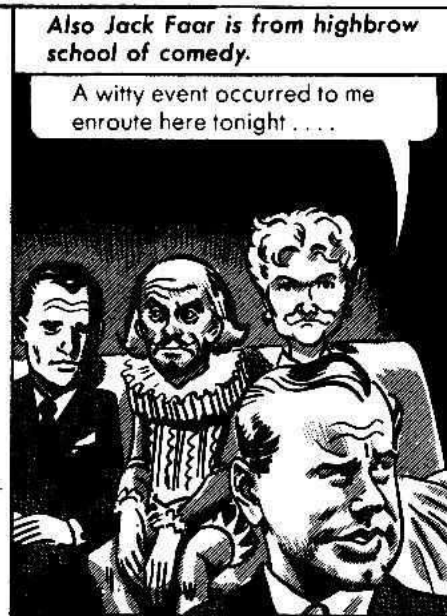
THE

SHOW

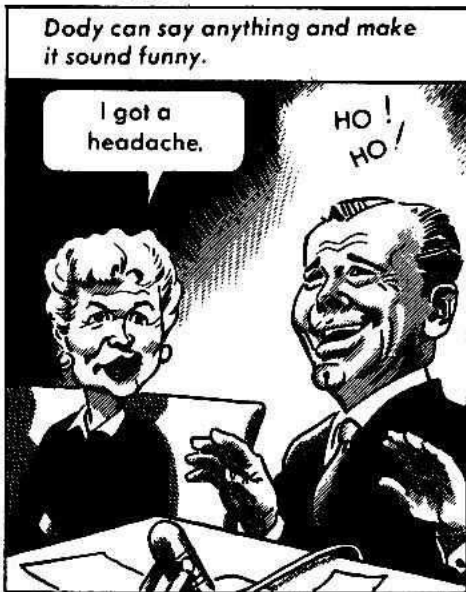
Starring Tonight



PROGRAM IS POPULAR BECAUSE OF EASY GOING STYLE OF ITS STAR



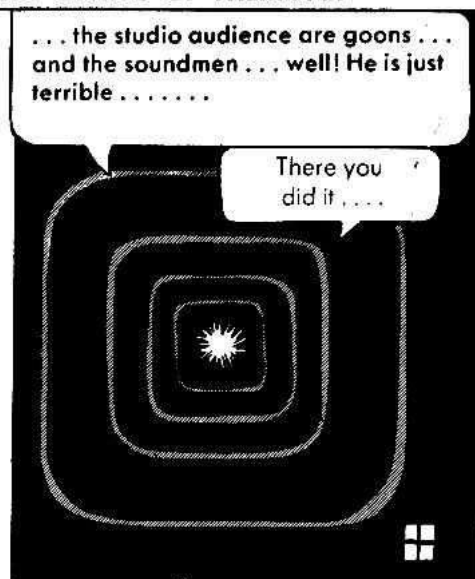
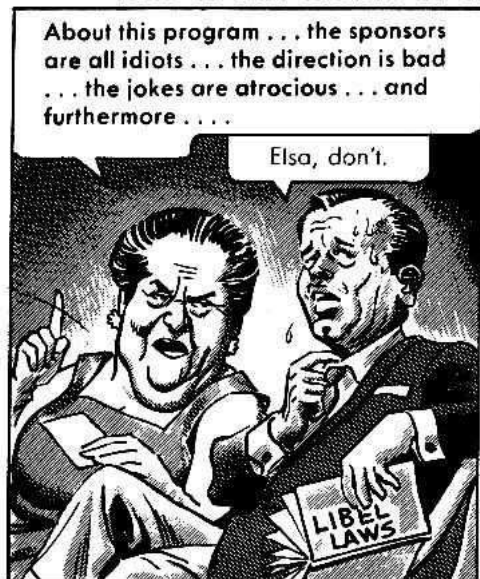
PROGRAM IS MORE POPULAR BECAUSE OF ZANY STYLE OF DODY GOODWOMAN



PROGRAM IS MOST POPULAR WHEN JACK AND DODY START ONE OF THEIR FAMOUS DIALOGUES WHICH ARE RICH AND PROFOUND IN SPARKLING HUMOR



PROGRAM TAKES ON ADDED COLOR EVERY TUESDAY NIGHT WITH VISIT BY ELSA MAXWALL WHO IS NOT AFRAID OF TELLING EVERYBODY EXACTLY WHAT SHE THINKS OF THEM . . .



DESPITE SMALL BUDGET PROGRAM ATTRACTS BIG NAME GUEST STARS BECAUSE OF ITS HIGH RATING. TUNE IN ANY EVENING AND YOU CAN FIND ALMOST ANYONE DROPPING IN TO DO THEIR ACT.



LARGE APPEAL OF PROGRAM IS ALSO BECAUSE IN ADDITION TO BIG NAMES YOU CAN FIND ORDINARY PEOPLE WITH INTERESTING AND UNUSUAL OCCUPATIONS OR HOBBIES ON THE SHOW . . .



BULK OF ENTERTAINMENT HOWEVER IS PROVIDED BY REGULAR MEMBERS OF CAST

Jack's old army buddy Jose Meals really makes the piano talk.



Jack's protegee Genevievey belts out her songs in very thick French accent.



Jack's announcer Hugh Downs reads all the commercials and understandably forgets himself sometimes.



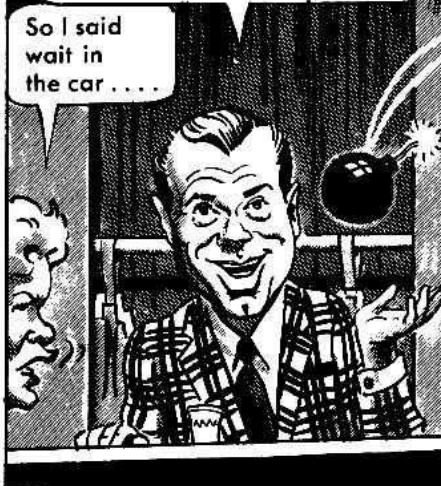
BECAUSE PROGRAM IS UNREHEARSED THE UNEXPECTED IS ALWAYS HAPPENING. JACK FAAR HOWEVER REMAINS CALM AND IS NEVER AT A LOSS FOR WORDS

Elsa, about this new perfume of yours....



And now a message from our sponsor....

So I said wait in the car....



Sometimes Dody gets carried away.

My grandmother fell down a flight of stairs when she....



BUT EVEN JACK FAAR HAS BEEN KNOWN TO GET CONFUSED ONCE IN A WHILE

Looks like a free lance brain surgeon.

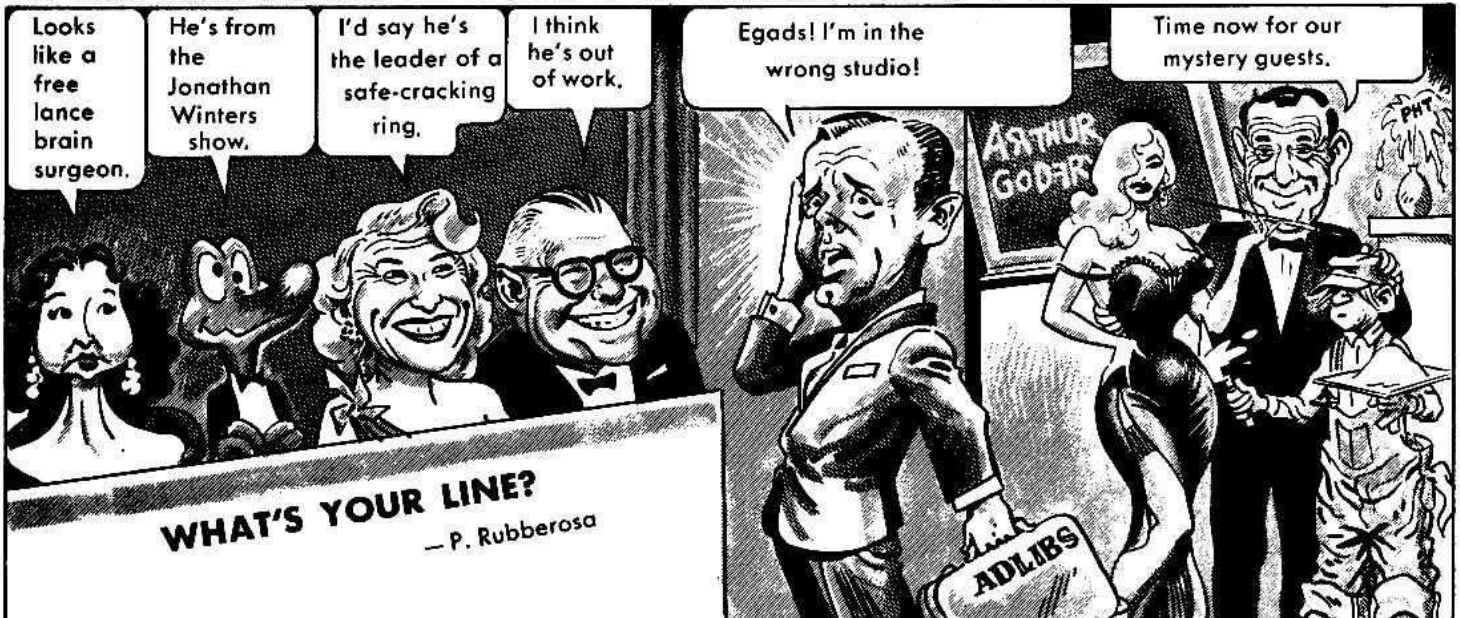
He's from the Jonathan Winters show.

I'd say he's the leader of a safe-cracking ring.

I think he's out of work.

Egads! I'm in the wrong studio!

Time now for our mystery guests.



WHAT'S YOUR LINE?

— P. Rubberosa

IT ONLY HURTS WHEN I BREATHE:

Back in the good old days when you got sick it really was a pleasure. Everything was very simple then. You just went to see your family doctor and whatever it was that troubled you this one man would fix you right up. This same doctor treated you whether you had a . . .



NAGGING BACKACHE



SUPERFICIAL WOUND



CASE OF HIVES



HEARTBURN



RUN DOWN CONDITION



OR JUST A BOO-BOO

Today all that has changed. Nowadays every doctor is a specialist. For any little thing that ails you, there's a different guy you have to see. You even need a specialist to tell you what kind of a specialist to go to. Just turn the page and we'll show you how far this trend has taken us as we look into an ultra-modern, big-city hospital, and its . . .

MEDICAL

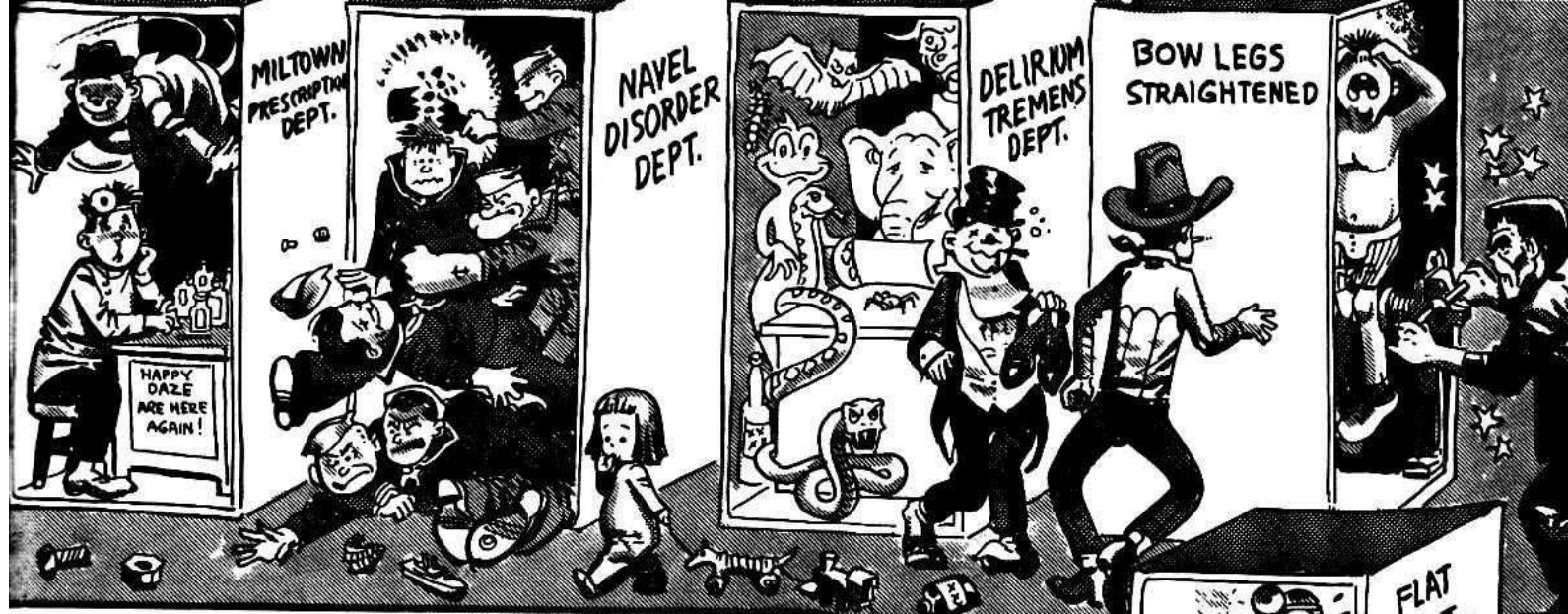


SPECIALISTS



DIRECTORY		
Service		Room No.
Bunions Massaged While You Wait		401
Nostril Hair Removed		402
Adam's Apples Elongated		403
Clefts Put In Chins		404
Eardrums Expertly Punctured		405
Hardening Of Artilleries Made Soft		406
Doctors Notes For Absences		407
Russian Roulette		408
Bargain Pancreas Operations		Basement





DOCTORS AVAILABLE
FOR TV COMMERCIALS
ROOM 236

HYPOCHONDRIA C'S
MEETING
3PM ROOM 629

JOE Manecy





The Origin Of NICKNAMES

by
PROFESSOR
HARRY "APE" DARWINKLE

Professor Darwinkle's intensive research program in Semantnicks which is the study of the origin of certain nicknames in common use throughout the world.

"Very often," he points out, "A nickname is nicked in the bud for a reason completely different to what we would suppose. For example many people think that the name Ape which my students have nicked me, is connected with my research showing that their ancestors were once covered with hair from head to toe. But if that were true my nickname

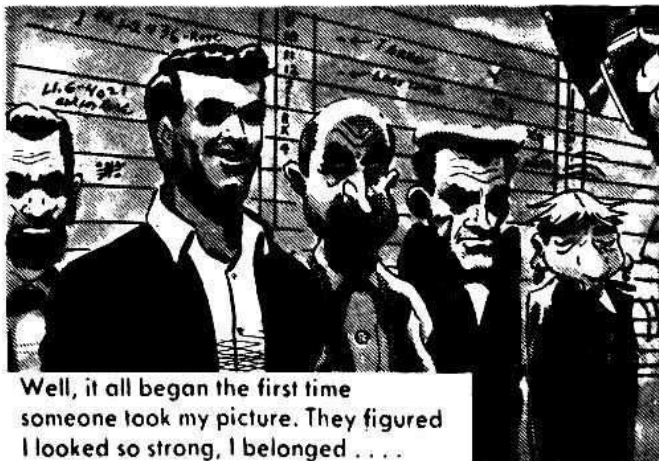
would probably be *Hairy*, a close derivation of my actual first name. On the other hand, if you study the small picture that the editors of *Cracked* have used for this article, you will see the actual reason for my nickname."

"But, as my colleague Bill Schicksphere, head of our English Department, says: '*Hairy* or *Ape* . . . what's the dif? Darwinkle by any other name would smell as bad.'"

"Following are the true stories of six of the most interesting nicknames I have researched in the past twenty years."



How did you get the nickname, Rock, Rock?



Well, it all began the first time someone took my picture. They figured I looked so strong, I belonged . . .



On the rock-pile.



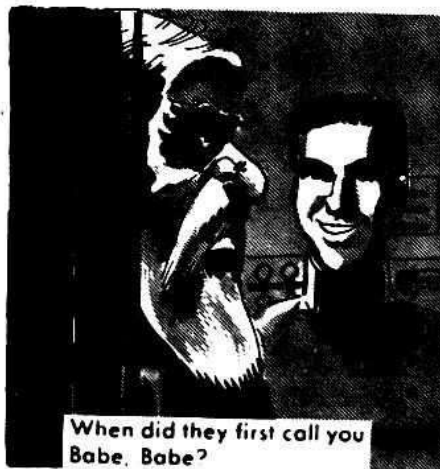
Whoever nicknamed you the Body?



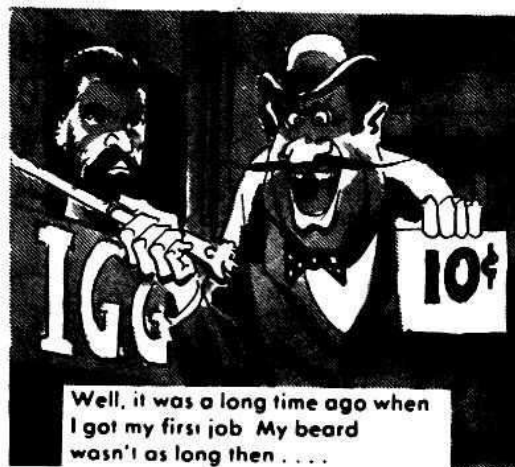
Well it all began when my agent sent in this picture to N.G.N. and they sent for me for a screen test. Then when they saw me, they said . . .



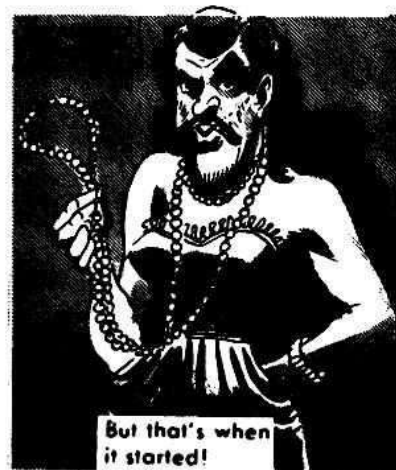
You call this a Body?



When did they first call you Babe, Babe?



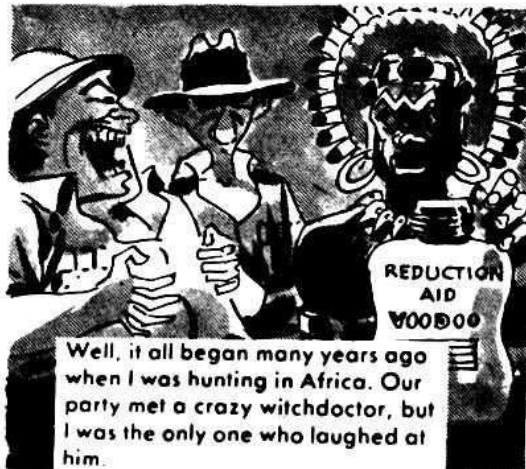
Well, it was a long time ago when I got my first job. My beard wasn't as long then



But that's when it started!



Why do they call you Tiny, Tiny?



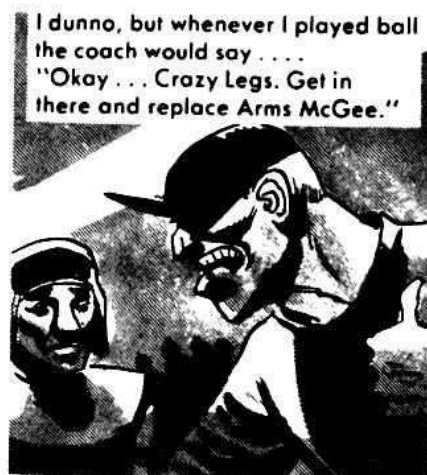
Well, it all began many years ago when I was hunting in Africa. Our party met a crazy witchdoctor, but I was the only one who laughed at him.



And that's why they've called me Tiny ever since.



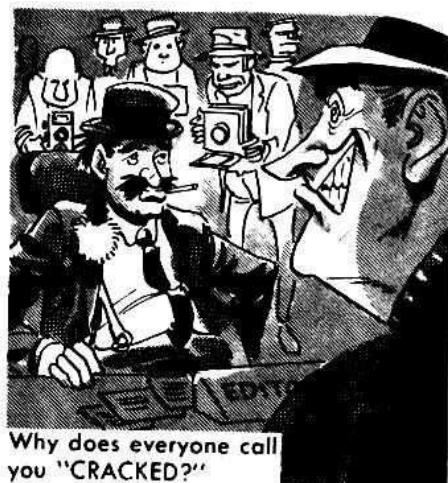
Why do they call you Crazy Legs, Crazy Legs?



I dunno, but whenever I played ball the coach would say
"Okay . . . Crazy Legs. Get in there and replace Arms McGee."



I still can't imagine why they call me "Crazy Legs."



Why does everyone call you "CRACKED?"



All right I'll tell you. But no pictures Ven you ask mit a silly question



You get mit a silly answer.

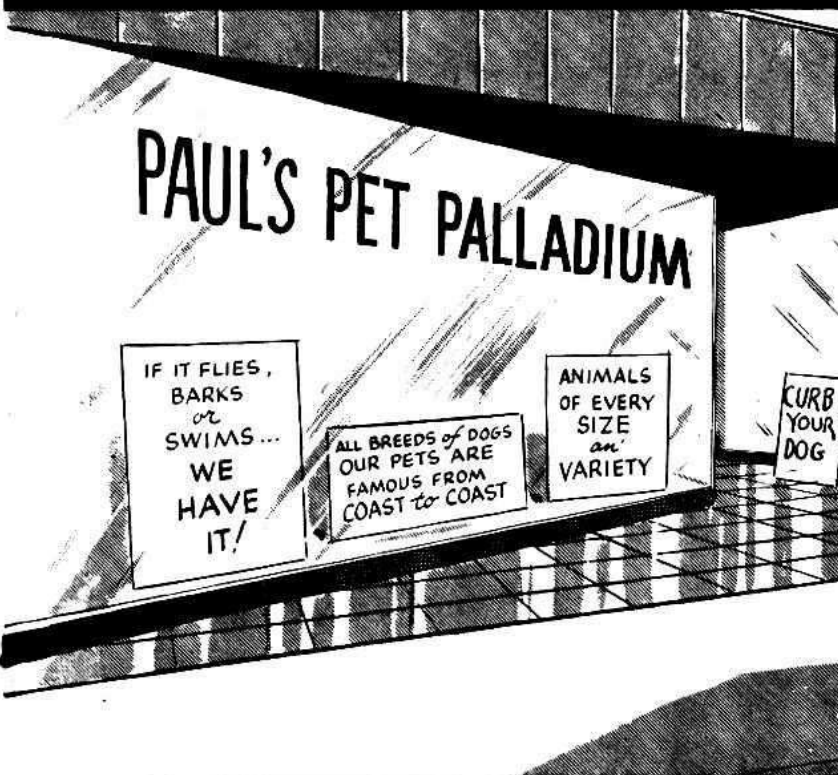


Every year, thousands of Americans go into business for themselves. The secret of success however, is not in the amount of stock put into the stores. The **REAL** secret is in the impression the small business man should make. In other words, don't let anyone know it's a small business. It's none of their business anyway. Here's what we mean.

The small business clothing store should look snazzy from the outside.



The small business pet shop should have that mammoth look from the outside.



INSIDE

Even if on the inside it's like this.

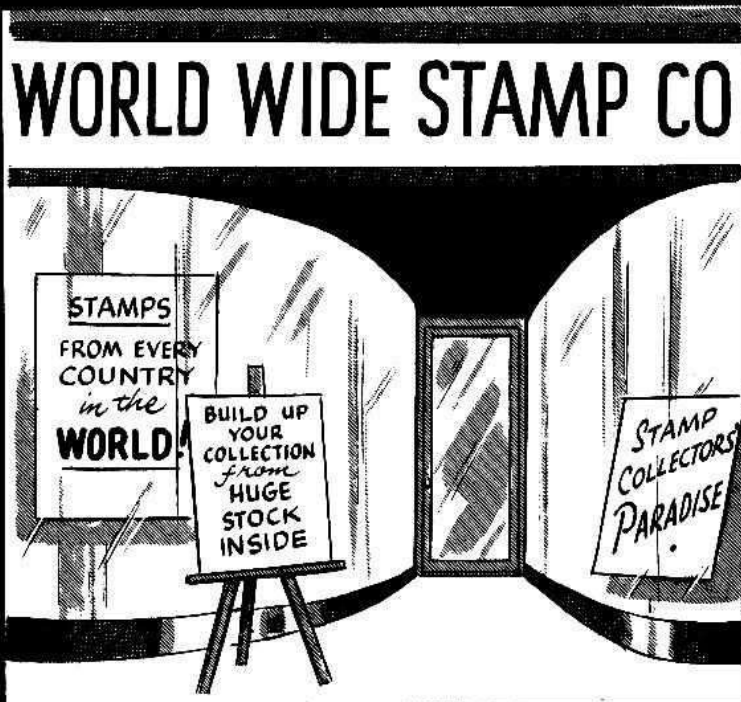


While inside it could look this way.

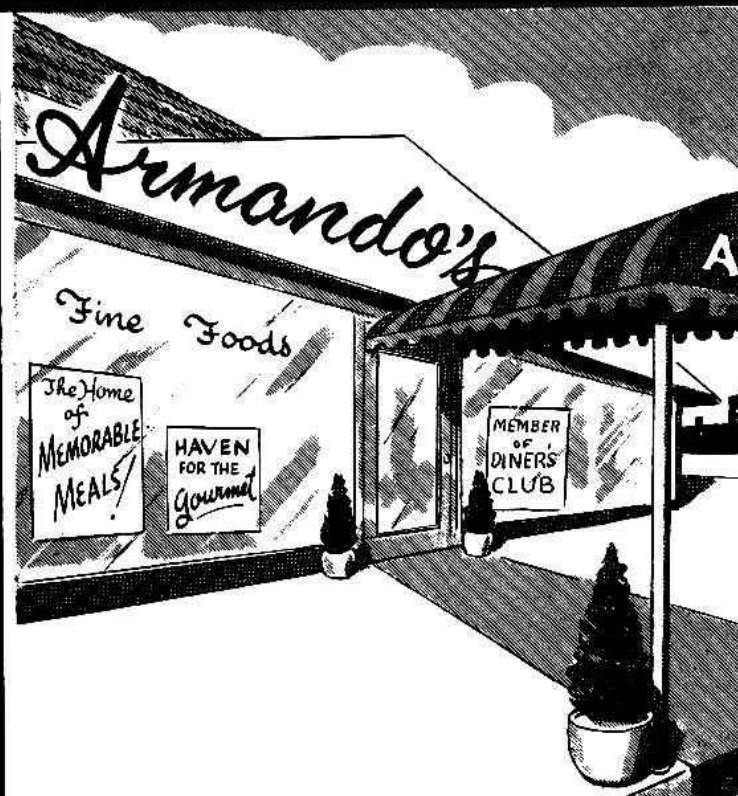


SMALL BUSINESSES

Give the small business stamp store that gigantic look from the outside.



Make the small business restaurant real lavish looking in front.



What do you care if on the inside it looks this way.



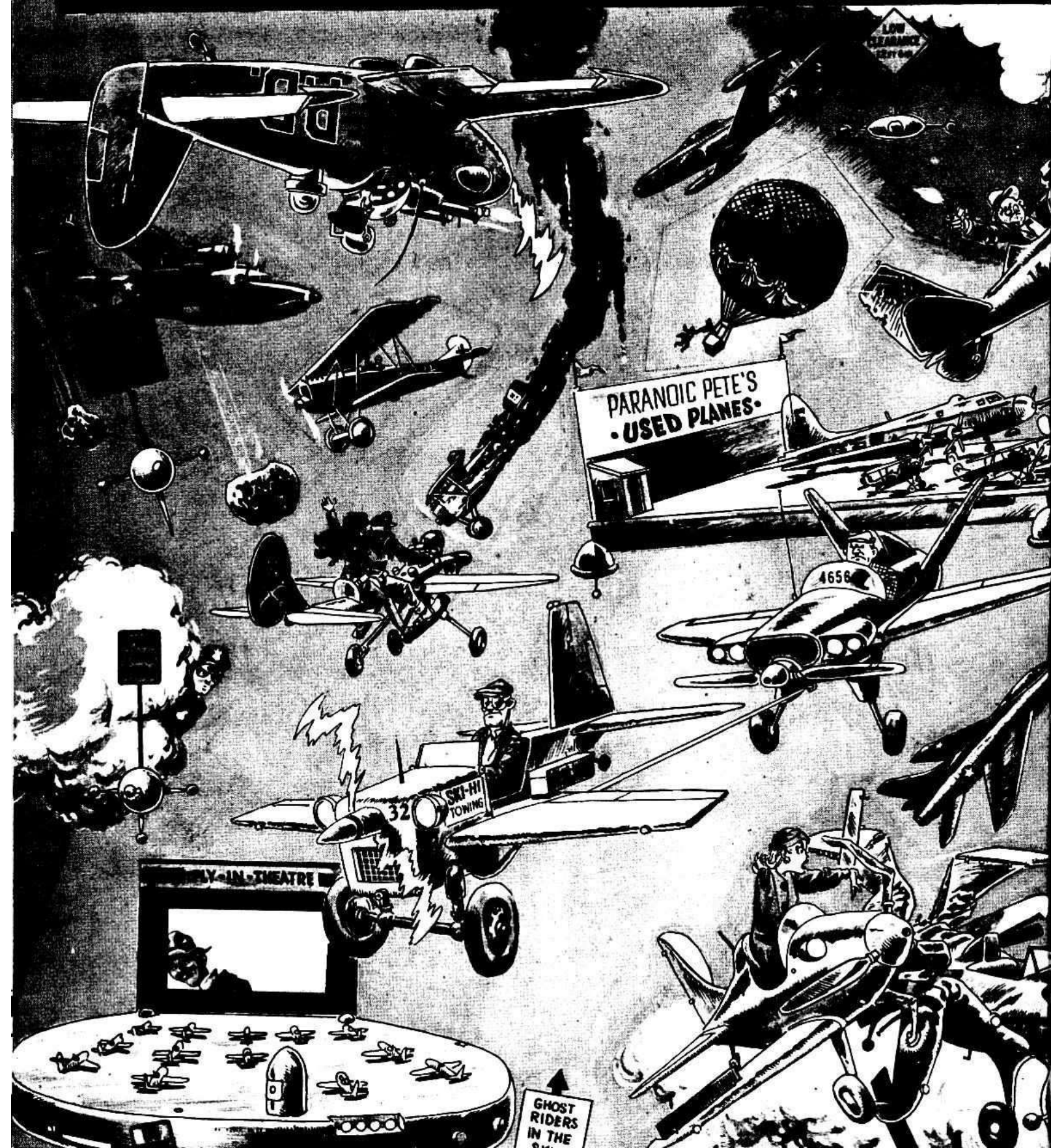
Once inside, the delicious home cooking will be too much for them to pass up.



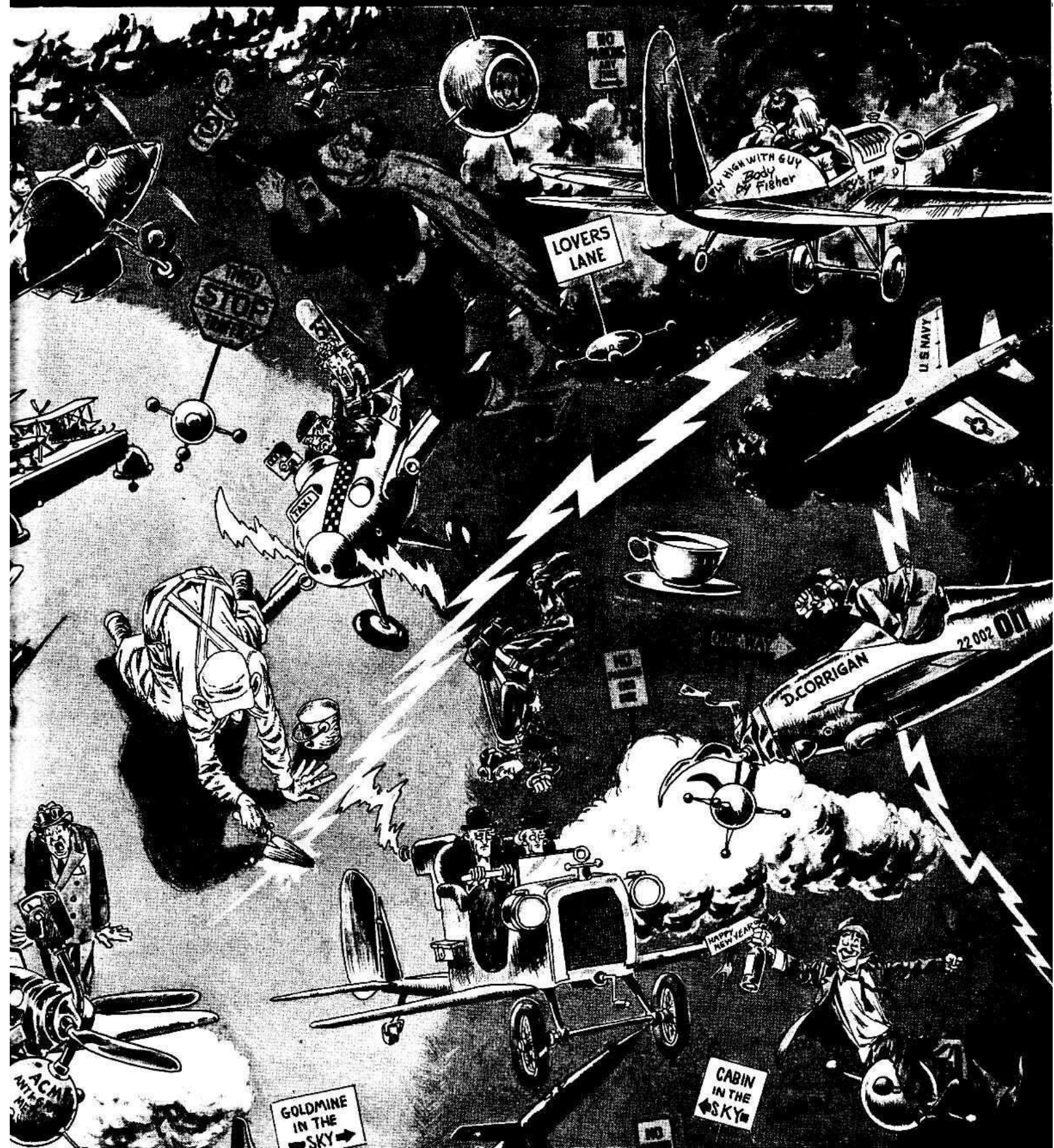
WORLD OF THE FUTURE:

Science tells us that in the very near future automobiles will become obsolete, and that everybody will be riding around in their own aeroplanes. Just imagine what this would be like as CRACKED takes a look at....

THE



SKY OF TOMORROW



What Really Happens On The

EARLY GOOD MORNING HUSBAND & WIFE

RADIO SHOW

SCENES YOU DON'T SEE



Stay tuned for your favorite early-morning couple—
Linda and Larry!



SHE: Good morning, Larry!

HE: Hello, Linda! You look wonderful!
Is that a new hair style?



SHE: Yes, I set it myself with Wetback,
the Home Hairwave!

HE: It makes you look like a dream!



SHE: I bet you enjoyed yourself at the
party last night!

HE: It was a quiet affair!



SHE: Meet any interesting people?

HE: Mostly just diplomats, city officials,
and people like that . . .



SHE: How nice! Your toast is ready,
dear!

HE: Mmm! I just love Moldcrust Bread
toasted!



SHE: What are you doing under the
table?

HE: I'm admiring our new moth-proof
Fleegle Rug!



SHE: Yes, and it only cost \$300 with our old rug!

HE: Sit down, dear, and enjoy your breakfast!



SHE: I just adore eating my morning bowl of U-235 Oatmeal!

SHE: I can see that you're enjoying...



...yours! You know, it's the only oatmeal shot from a cyclotron!

HE: Mmm-flb-grmm-ub!



SHE: Speak up, dear! I can hardly hear you!

HE: I was just looking for my new QUICK-LOAD Fountain Pen!



SHE: Oh, yes! That's the wonderful new pen that writes under water!

HE: Koff-koff! Sputter!



SHE: Did I hear you mention Higby's Butter? Ulp!

HE: Yes, it's the butter with a thousand uses!



SHE: Especially when it's served on Scroungeware China!

HE: Yes, it's the china of the stars!



SHE: It's time to say goodbye now. Here's wishing you a good day from Linda...

HE: ... and Larry!

NOW — A PENNY MORE BUYS

REXELL 1¢



Prices and clerks slightly higher in Canada



REXELL REMEDIES

- ☐ ANTI-HISTAMINE TABLETS Reg. 47¢ — 2 for 48¢
- ☐ FOR HISTAMINE TABLETS Reg. 48¢ — 2 for 48¢
- ☐ QUICK ACTING PLASTER Reg. \$1.49 — 2 for \$1.50
- ☐ SLOW ACTING PLASTER Reg. \$1.50 — 2 for \$1.51
- ☐ METHOD ACTING PLASTER Reg. \$1.51 — 2 for \$1.52
- ☐ DANDRUFF REMOVER Reg. \$1.97 — 2 for \$1.98
- ☐ DANDRUFF RESTORER Reg. \$1.98 — 2 for \$1.99
- ☐ HAND CREAM Reg. \$12.75 — 2 for \$12.78
- ☐ FACE CREAM Reg. \$13.75 — 2 for \$13.78
- ☐ SOUR CREAM Reg. \$14.75 — 2 for \$14.78
- ☐ ABOVE WITH POT CHEESE 10¢ extra
- ☐ BELLY BUTTON LINT REMOVER Reg. 41¢ — 2 for 42¢
- ☐ AUTOMATIC EAR DRUM PUNCTURER Reg. 51¢ — 2 for 52¢
- ☐ ELECTRONIC BLACKHEAD SQUEEZER Reg. 61¢ — 2 for 62¢
- ☐ PANCAKE MAKE-UP Reg. \$10.95 — 2 for \$10.96
- ☐ WAFFLE MAKE-UP Reg. \$11.95 — 2 for \$11.96
- ☐ BLINTZ MAKE-UP Reg. \$12.95 — 2 for \$12.96
- ☐ MUSTARD PLASTER Reg. \$1.47 — 2 for \$1.48
- ☐ ABOVE WITH SOURKRAUT 25¢ extra
- ☐ MALTER MILK OF MAGNESIA Reg. 99¢ — 2 for \$1.00

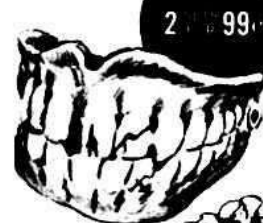


REXELL GALOSH
IDEAL FOR ROMPING THRU THE SLUSH

"I'VE BEEN SHOPPING
AT REXELL FOR
OVER 25 YEARS

and I still can't get
anyone to wait on me!"

says
MARJORIE MAINLY,
FRAMMIS, N. J.



**REXELL READY-TO-WEAR
FALSE TEETH**
AT PRICES YOU CAN'T AFFORD
TO PASS UP EVEN IF YOU
HAVE YOUR OWN TEETH



**REXELL 275 GALLON
JAR OF IODINE**
FOR PEOPLE WHO BLEED EASILY

NITRO-GLYCERINE TABLETS

For that zingy, get up
and go feeling! Reg. 25¢

2 FOR 26¢

HOME APPENDIX REMOVAL KITS

Latest in the do-it-
yourself craze! Reg. 90¢

2 FOR 91¢

TURN BLUE PILLS

Surprise your friends! Great
for arousing sympathy! Reg. 02¢

2 FOR 03¢

REXELL SURPRISE SPECIALS



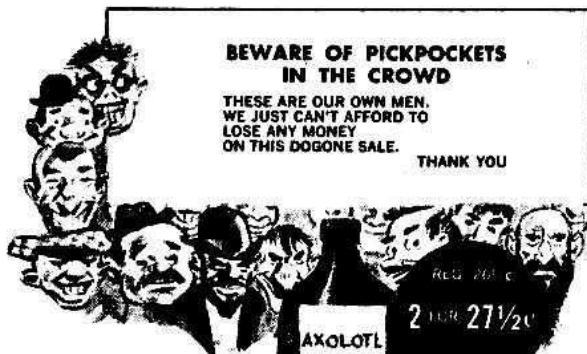
- ☐ SPRAY DEODORANT FOR MEN
- ☐ SPRAY DEODORANT FOR WOMEN
- ☐ SPRAY DEODORANT FOR CHILDREN
- ☐ SPRAY DEODORANT FOR ANIMALS
Regular \$2.48 — 2 for \$2.49

- ☐ MOUTH WASH Reg. 23¢ — 2 for 24¢
- ☐ EYE WASH Reg. 24¢ — 2 for 25¢
- ☐ HOG WASH Reg. 25¢ — 2 for 26¢
- ☐ PEPPERMINT PENICILLIN BALLS
Regular \$2.49 — 2 for \$2.48

YOUR MONEY PROMPTLY REFUNDED IF WE ARE

TWICE AS MUCH

SALE



HOW CAN WE AFFORD IT???

The only reason we can offer you these fine 2-for-1 Rexell products at prices that are so ridiculously low is mainly because the regular prices for these same products are so ridiculously high

THE MANAGEMENT



REXELL ALL-PURPOSE RAZOR

SOFT AND EASY ON THE THROAT. ALSO FINE FOR WRISTS AND VEINS.



REG. 37¢
2 FOR 38¢

REXELL REALISTIC SHRUNKEN HEADS

THE REAL THING! NOT A FAKE! FUN FOR THE ENTIRE FAMILY!

REXELL FIRE GENUINE WATER
GET 'EM WHILE THEY'RE HOT!



REG. 45¢
2 FOR 46¢

REXELL CANDY-COATED MILTOWN (choc. flavor)
IDEAL FOR THE CHILD NEUROTIC



REG. 12¢
2 FOR 2¢

REXELL ENGRAVED ONE-DOLLAR BILLS

CAN EASILY PASS FOR THE REAL THING FOOL YOUR NEIGHBORHOOD GROCER.

EXTRACT OF CHICKEN FAT

For that radiant, glowing complexion. Reg. \$1.49

2 \$1.50

POISON GAS HAIR SPRAY

In your choice of three delightful shades. Reg. 98¢

2 FOR 99¢

GLOW-IN-THE-DARK NAIL POLISH

Works on batteries! Be the envy of friends! Reg. 49¢

2 FOR 50¢

REXELL CHLOROPHYLL PRODUCTS

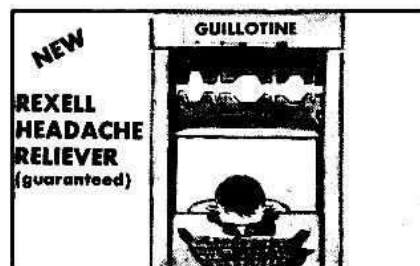


- ☐ CHLOROPHYLL MERCUROCHROME
- ☐ CHLOROPHYLL SHAVING CREAM
- ☐ CHLOROPHYLL COD-LIVER OIL
- ☐ CHLOROPHYLL O.D.T. each Reg. \$1.98 — 2 for \$1.98

- ☐ CHLOROPHYLL SMELLING SALTS
- ☐ CHLOROPHYLL COCKROACH POWDER
- ☐ CHLOROPHYLL TEAR GAS
- ☐ CHLOROPHYLL CHLOROPHYLL each Reg. \$1.98 — 2 for \$1.98

REXELL HOUSEHOLD SAVINGS

- ☐ BRAND NEW ELEPHANT TRAPS Reg. \$1.48 — 2 for \$1.49
- ☐ ALL-PURPOSE TURKISH SNUFF BOXES Reg. \$2.48 — 2 for \$2.49
- ☐ SLIGHTLY SOILED MEN'S SPATS Reg. \$3.48 — 2 for \$3.49
- ☐ FACTORY REJECT GARTER BUCKLES Reg. \$5.48 — 2 for \$5.49



REXELL GIFT SAVINGS

- ☐ MINIATURE HYDROGEN BOMBS Reg. 40¢ — 2 for 41¢
- ☐ FRESH TUNA FISH SANDWICHES Reg. 50¢ — 2 for 51¢
- ☐ NUDE PICTURES OF ESKIMOS Reg. 12¢ — 2 for 13¢
- ☐ "KILLROY WAS HERE" BUTTONS Reg. 22¢ — 2 for 23¢
- ☐ IMPORTED HIPPOPOTAMUS SKINS Reg. 32¢ — 2 for 33¢
- ☐ ANCHOVI STAIN REMOVER Reg. 42¢ — 2 for 43¢
- ☐ UNUSED 1927 CALENDARS Reg. 52¢ — 2 for 53¢

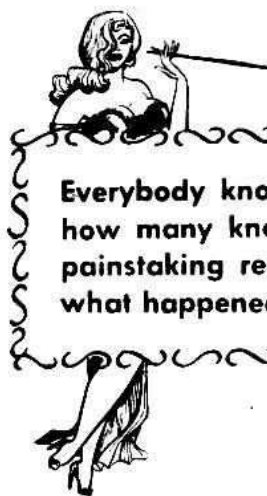


REG. 43¢
2 FOR 44¢

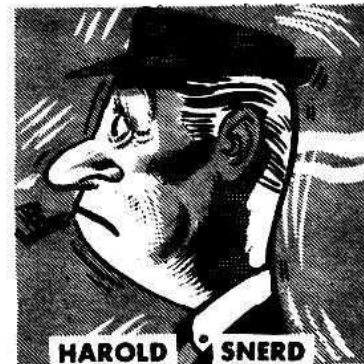
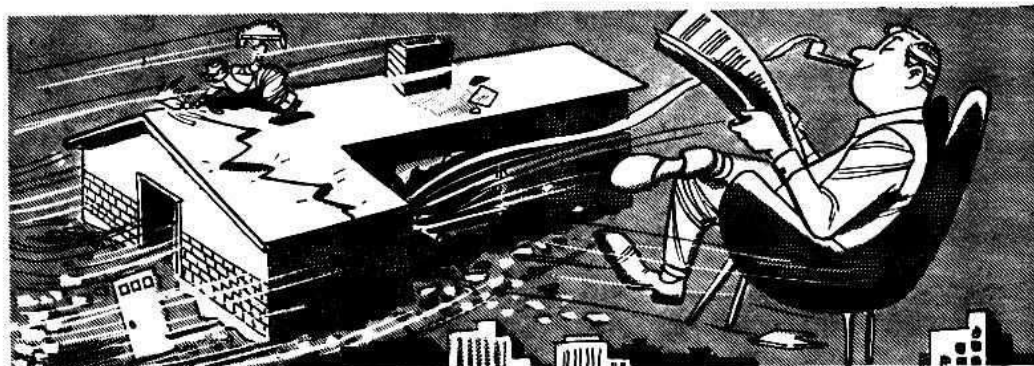
- ☐ GIFT WRAPPED KNOCKOUT DROPS Reg. \$1.01 — 2 for \$1.02
- ☐ REXELL MINERAL WATER Reg. \$1.10 — 2 for \$1.11
- ☐ REXELL ANIMAL WATER Reg. \$1.12 — 2 for \$1.13
- ☐ REXELL VEGETABLE WATER Reg. \$1.14 — 2 for \$1.15
- ☐ REAL LIVE GIRLS Sorry: All sold out!
- ☐ MODERN PORTABLE BOOBY TRAPS Reg. 10¢ — 2 for 11¢



NOT FULLY SATISFIED WITH IT!!!



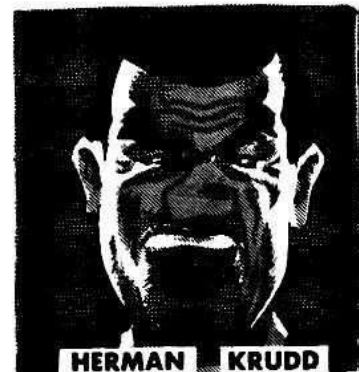
Everybody knows these well-known inventions but how many know who invented them? And so after painstaking research Cracked has finally found out what happened to some of the



HAROLD SNURD

The pre-fabricated house was invented by **Harold Snurd** who liked to take his home with him, as he was the restless type and moved around whenever he felt like it. During a

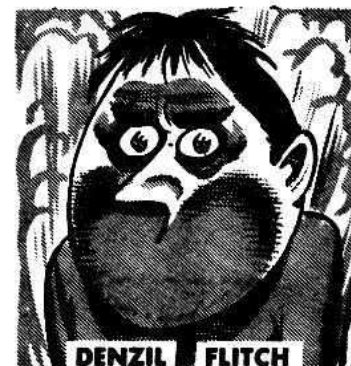
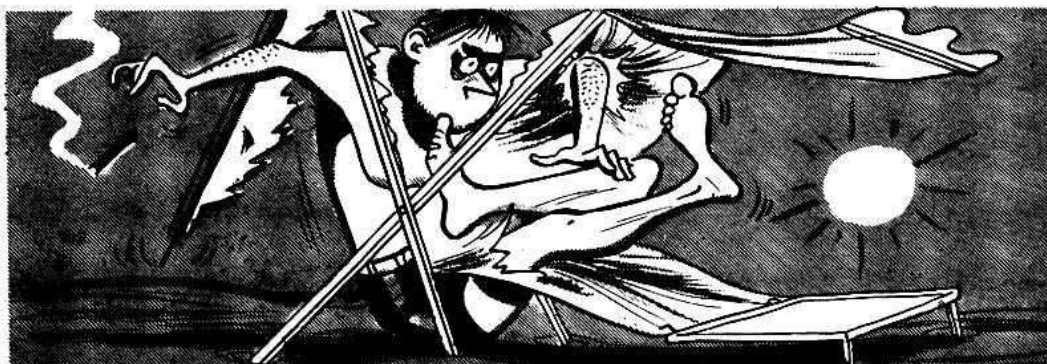
recent tornado however, Mr. Snurd found himself moving around when he didn't feel like it. He was last seen over Pittsburgh while his house is somewhere in Tennessee.



HERMAN KRUDD

Mah Jongg was invented by **Herman Krudd** who had only one television set and wanted to get his wife out of the house so that he could watch wrestling. The game

quickly spread thru neighborhood but resulted in wives meeting at the Krudd house every night to play so that Herman couldn't see or hear a thing.



DENZIL FLITCH

The folding beach chair was invented by **Denzil Flitch** who loved the seashore but hated to sit down on the sand. Unfortunately, on the first day out, Mr. Flitch met up with an

untimely accident when he got a nasty case of sunstroke after standing around for nine hours trying to get the danged thing up.



UNKNOWN INVENTORS OF KNOWN INVENTIONS



The Cha-Cha-Cha was invented by **Horace Blurd** who had originally gone on the dance floor to do a waltz. Because of a much bigger partner, Mr. Blurd had trouble keeping his feet on the ground and began kicking them

jerkily. This gimmick quickly spread out over the entire dance floor. Unfortunately, in the wild enthusiasm, Mr. Blurd's remains were also spread out over the entire dance floor.

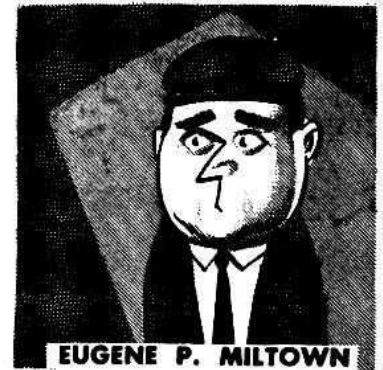


HORACE BLURD



The tranquilizer pill was invented by **Eugene P. Miltown** who had to go to a New Year's Eve Party but was too timid and shy and needed something to steady his nerves so

that he could move around more easily. Unfortunately his nerves got so steady he couldn't move at all and was the only guy that ever had to be carried to a party.



EUGENE P. MILTOWN



Gin Rummy was invented by **Herman Krudd's wife Zelda**, who wanted him out of the house so that she could watch quiz programs. Idea worked for awhile but

soon Mr. Krudd lost so much money playing the game he couldn't meet the payments on the television set and the finance company had to come and take it away.

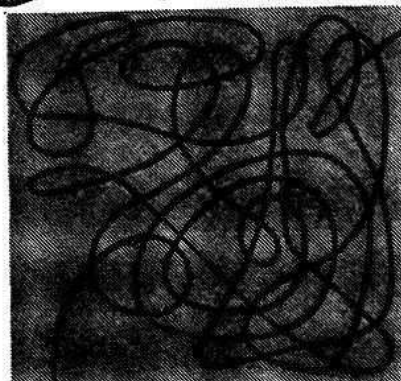


ZELDA KRUDD



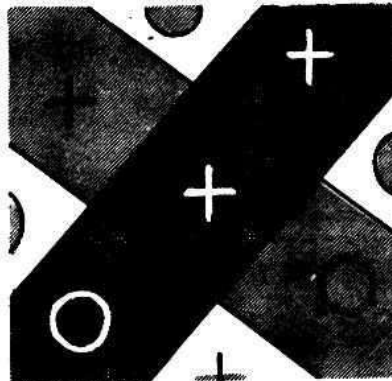
CRACKED'S

Observation



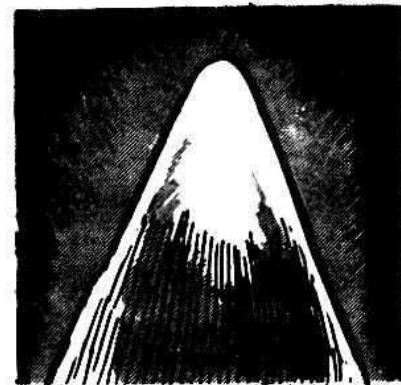
This is:

- A. Jamaica Racetrack.
- B. 3000 ants waiting for chow.
- C. A ball-point pen being tested.
- D. True love.



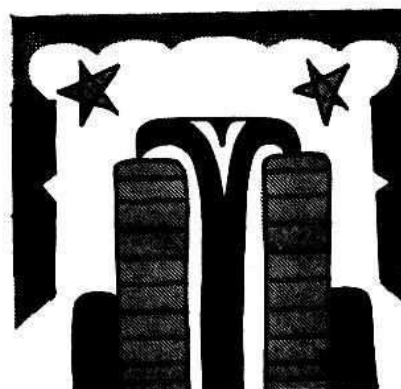
This is:

- A. A tie game.
- B. The Secret of the Pharaohs.
- C. Yesterday's crossword puzzle.
- D. Times Square at noon.



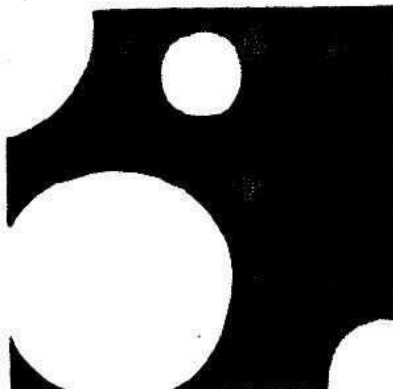
This is:

- A. A bee's pelvic bone.
- B. A magnified hair ribbon.
- C. The Bridge on the River Kwai.
- D. Go on to next question.



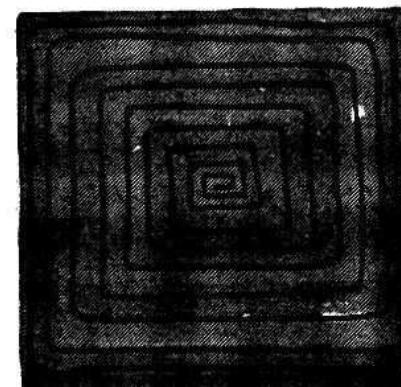
This is:

- A. Marjorie Morningstar.
- B. Tomorrow's weather.
- C. World's Fair of 1871.
- D. 67,891.



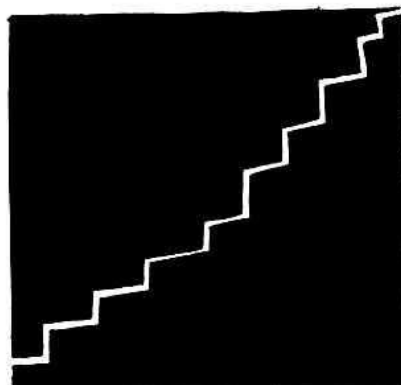
This is:

- A. Sweat.
- B. Cloud 7.
- C. Leprechaun tracks.
- D. Ping pong balls at dusk.



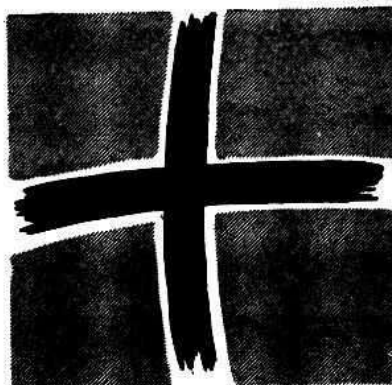
This is:

- A. Thumbprint of a square.
- B. Cleopatra's needle.
- C. U. S. 30.
- D. A night on Bald Mountain.



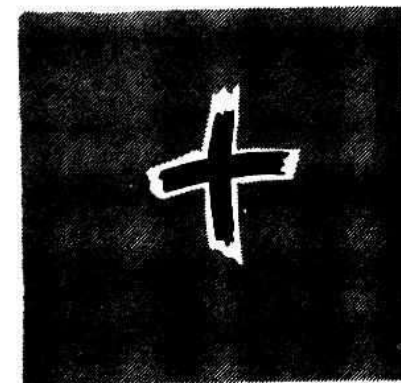
This is:

- A. Inflation.
- B. A poorly drawn straight line.
- C. Sylvester P. Smythe's profile.
- D. The Last Angry Man.



This is:

- A. The letter W.
- B. A college pep rally.
- C. An old mermaid.
- D. A double flabnoid.



This is:

- A. A small letter W.
- B. A high-school pep rally.
- C. A young mermaid.
- D. A single flabnoid.

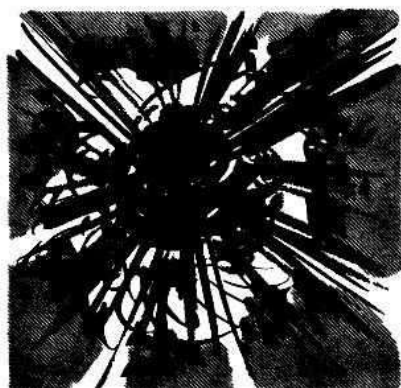
Test

The trouble with this fast moving world today, is that people look at things without even seeing what they're looking at. To show you what we mean, here are 18 well known objects that you see every day. Test yourself, and see how many you can name.



This is:

- A. An optical illusion.
- B. Not an optical illusion.
- C. Custer's Last Stand.
- D. The remains of two pancakes.



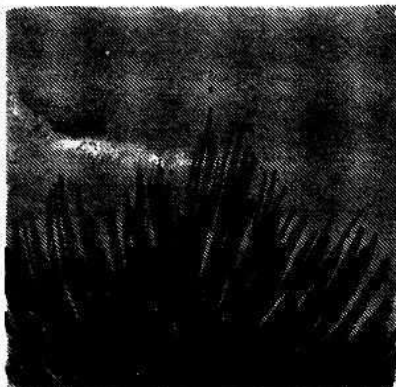
This is:

- A. A Martian stag party.
- B. September Morn.
- C. A thermo-nuclear reactivator condensing dynoflex.
- D. Marlon Brando in an early role.



This is:

- A. A badly laid railroad track.
- B. The long arm of the law.
- C. Yankee Stadium.
- D. An enlarged neurosis.



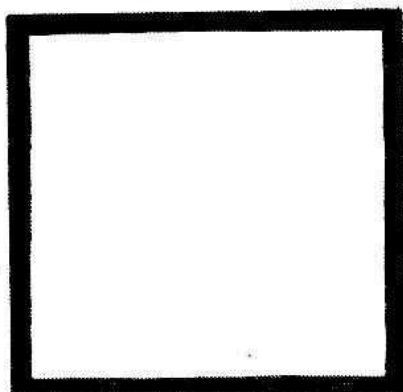
This is:

- A. Bad breath.
- B. Pleasant breath.
- C. A bowling pin.
- D. The 9th green at the Cleveland Country Club.



This is:

- A. Missing artwork from last issue.
- B. Bill Simpson.
- C. A rare Van Gogh.
- D. Van Gogh.



This is:

- A. A printing error.
- B. A white Christmas.
- C. Blank verse.
- D. The state of Ohio.

Answers are so obvious, that we won't even print them.

IMPORTANT ANNOUNCEMENT!

Here is a moustache for you to wear so nobody will recognize you when you buy the next issue of

CRACKED

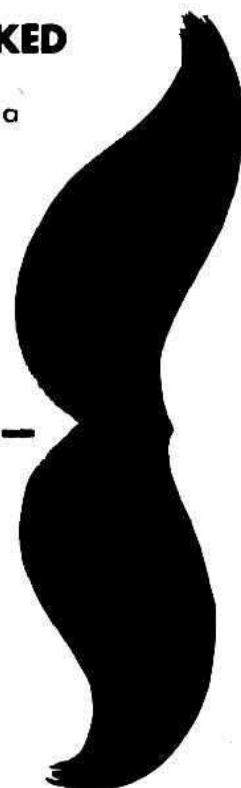
Which features a

SPECIAL

ADDED

ATTRACTION —

— Never before attempted by any sane magazine. That's why we are doing it now!



If you ALREADY have a moustache, here is a razor to cut it off with.



**Either Way —
Nobody Will Recognize You!**

The way it seems to us, is that everytime someone comes up with a good T. V. Format, someone else comes up with a high rating for the show, and pretty soon ALL the sponsors want a show just like it. As an example of what this can lead to, take a gander at two lists of ratings for the First Ten.

Last Year's Ratings

1. I Love Lucy
2. I Love Irma
3. I Love Gertie
4. I Love Tessie
5. I Love Pickles
6. I Love Garlic
7. I Love Brandy
8. I Love Paris
9. I Love Sullivan
10. I Love Groucho

This Year's Ratings

1. Gunsmokes
2. Riding Shotgun
3. Riding Half-Shotgun
4. Tombstone Territory
5. Dodge Territory
6. Louisiana Territory
7. Broken Arrows
8. Bent Spears
9. Howdy Pardner
10. Howdy Doodo

Accuracy! Above all, in compiling results, we must have **ACCURACY!**

Do you think getting a format is an accident? Do you think thinking up these miserable shows comes out of thin air? **NO.** All this is **PLANNED, CAREFUL** thinking. Men work behind locked doors for months, years, days, nights, until they get **REAL IRRITABLE.** Then their minds go into action. Brain waves begin jumping around. Tranquillizers are swallowed by the score. The time for action has arrived! Let **CRACKED** take you behind the locked doors and show you how these masterminds think up . . .

NEW TV FORMATS



Gentlemen, the selection of a NEW T. V. FORMAT is a **GRAVE RESPONSIBILITY**—requiring the **UTMOST** of our collective **BRAINPOWER!** It is a **SUPREME CHALLENGE** that we must face **COURAGEOUSLY**, a **CHALLENGE** I know that none of us will evade!

Hear, hear!

Our Senior Vice President, Erasmus Gallstone, will emit a few cogent comments.

Thanks Pop. It has come to my attention that the fervency on T. V. is caused by Mature Western screenings. Therefore, we should endeavor to originate a new format.

Eh, what'd I say?

And now, I proudly present our JUNIOR Vice President, Fenwick Flurp.

I—I—I yi, I—

SHUDDUP, ALREADY! I'm sick to my stomach of all this polite drive-in! This ain't no Ladies Aid Meeting! If this confab ain't a success, we'll all be finished, thrown out of TV, boosted off the gravy train! LET'S HEAR SOME IDEAS!!

I'VE GOT IT! I'VE GOT IT!

A NEW FORMAT?

No, a four-letter-word for "gymnastics"!

How about doing an EASTERN?

Nope.

A SOUTHERN?

Nope.

A NORTHERN?

Nope.

What's left??

THIS SPACE FOR RENT

GOOD HOME

CHANGY CHOP SUEY

ROTO ROOPER SPARKLE SPARKLE

I've got an idea for a great kiddie show. We'll call it HOWDY SHOT-GUN. This kid is a good-guy, but he's fast enough to shoot everyone around. He always needs a shave and runs around with this dance hall girl Pistol Gertie.

Sounds good. I only got one objection.

WHAT'S THAT?!!!

I thought we ought to call it HOWDY LITTLE SHOTGUN.

IT SMELLS

Smart guys, huh? Let's see you do better! LET'S SEE HOW BRIGHT YOU DUMB-OXES ARE WHEN THE CHIPS ARE DOWN! Come on, give out! SAY SOMETHING! ANYTHING! How about it, you smart-guys, you! LET'S HEAR SOME NEW T. V. FORMATS!!!

THINK!!! DO IT, GET WITH THE TEAM!

TAKE IT EASY...

LET THE OTHER GUY DO IT...

RELAX...



Revive KID westerns!

NO!!

Put MOLLY GOLDBRICK into an Underwater Series!

Howzabout Playhouse 180 in two parts

"THE PERILS OF PAULINE"?

Maybe. At least, it's TIMELY!

SOMEBODY STOLE MY SHORT SHORTS!

SOMEBODY STOLE MY LONGJOHNS.

YOU DIRTY—!

"I WAS A TEEN-AGE GRAND FATHER!"

How about a prison series, "That's Your Life!"

QUIET-TTTTT!!! I'M THE SPONSOR! WE'LL SLAUGHTER THE WESTERNS WITH "EASTERNS"! THAT'S FINAL!!!

MIZZERABLE!

That's how NEW T. V. FORMATS are created? A group of EXCEPTIONALLY INTELLIGENT men gathered around a table, and CALMLY, SANELY, discuss various alternatives, like GENTLEMEN. And now . . . THE FINISHED RESULT!

SOGGY CEREALS "The Breakfast of Milksons" Presents that Pistol-Fannin', Flat-Footed Bluecoat of the Wild East **WYATT KELLY, MOUNTED COP!**

See Wyatt Kelly blast a gang of treacherous jaywalkers!

See Wyatt Kelly hang by his teeth from a subversive red traffic light!

See Wyatt Kelly give a ticket to "The Owlhoot of Times Square"!

See Wyatt Kelly trampled underfoot in "Ambush in Macy's Basement"!

Wow! A lightning bluecoat on a lightning steed of steel! Wow!



Above all, don't fail to miss the thrilling episode where Wyatt Kelly saves his faithful hoss from the glue factory! It's all a sneaky plot to give Wyatt Kelly varicose veins, but the lone bluecoat outwits the crooked coyote's henchmen in a last-minute stratagem that'll leave you gasping for a bowl of **SOGGY CEREALS!**

GIVE YOUR EYE-BALLS A TREAT! WATCH THIS ADULT EASTERN! YOU'LL CRACK!!



Unimaginative, drab, Russian girl.

Same girl after viewing chic American fashions.

There will be a new look to the Kazodsky, when Russian men get a load of immaculate American attire.

The exchange of Russian and American students, is major news in the world today. We wonder what sort of an effect U. S. students will have on the Soviet. It is too much to expect that Pizza Pie will ever replace Caviar, however, there is bound to be a certain amount of influence of Hoiman on Ivan. Your 'Cracked', editors have put their heads together, (what a ghastly sight) and this is the way we dig that crazy Russian American . . .

CULTURAL EXCHANGE



The panty raid, so much a part of American college life, should prove equally popular with Russian students.



It is reported that some of the students plan to take their flashy American cars with them. This is bound to have some sort of an effect.



The students are taking some selected American movies to show Russian audiences. Your 'Cracked,' editors predict that soon, Russian theaters will be showing Western Siberians.



You can live all your life in an apartment building and never know who your next door neighbor is. This is a terrible state of affairs. After giving this alarming situation a great deal of thought, we have come up with several ways in which you can get to meet your neighbor. Now—the trick is to make them drop in on you because if you drop in on them it might be considered an invasion of privacy and they may throw you out. Just be nonchalant and follow CRACKED'S sure-fire ways on

HOW TO MEET YOUR NEXT DOOR NEIGHBOR

THE PEOPLE FROM UPSTAIRS



Most common way is to let the water over-flow in your bathroom.

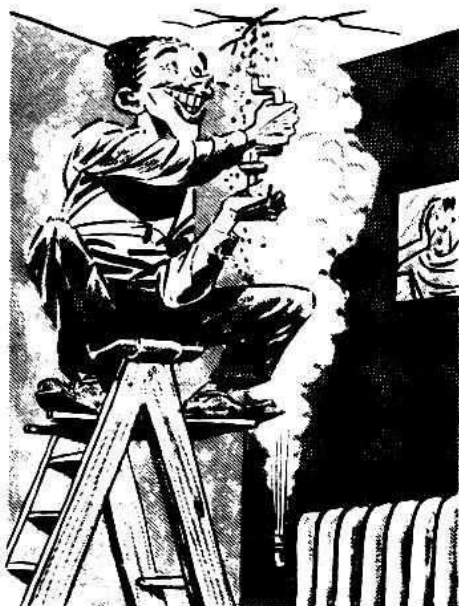


Drenched people from downstairs will run up to see what's happening.



You're ready with hot towels, sizzling tea and good neighborly comfort.

THE PEOPLE FROM DOWNSTAIRS



Sure-fire way is to turn your radiator up full speed and remove cap so that the steam shoots up into the hole you drill in the ceiling.



This quickly fills upstairs apartment with strange smelling smoke, making occupants think there's a poison gas raid and sends them out the fire escape.



Simple sign conspicuously placed on your open window will do wonders and soon you have a house full of company as you help in plight.

THE PEOPLE FROM ACROSS THE HALL



Place a large size roller skate (a banana peel will do) in front of your neighbor's door.

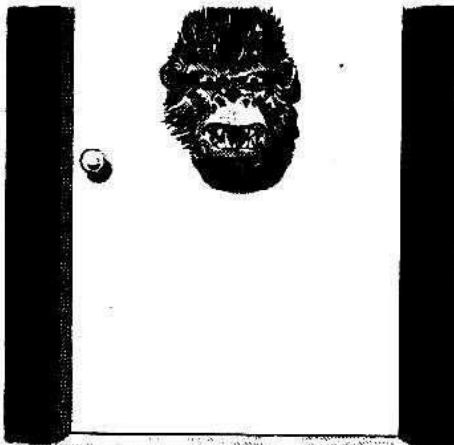


Neighbor opening his door will then slip on same and should fall in the direction of your open door.

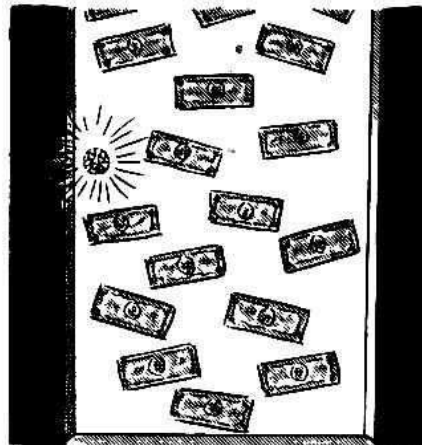


Neighbor drops in all bruised up. You're waiting with band aids, iodine, a 12" splint and a sympathetic look.

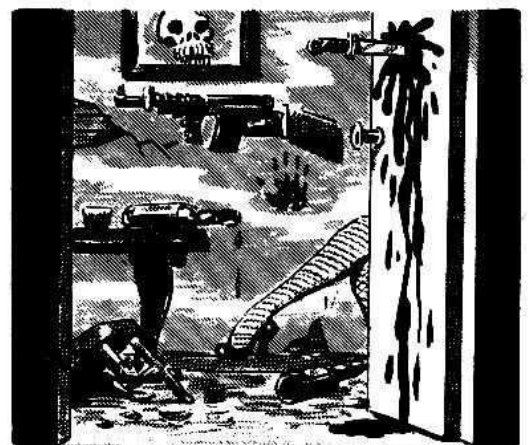
OTHER WAYS OF GETTING TO MEET THE PEOPLE FROM THE REST OF THE BUILDING



Neighbors are sensation seekers. Give them a little something to talk about and they'll take notice of you.



Neighbors admire wealth. They will flock around you if you suggest that you have money.



Neighbors are very curious. Show them you are interesting by having your door just a little different from the rest.

...AND AS A LAST RESORT...



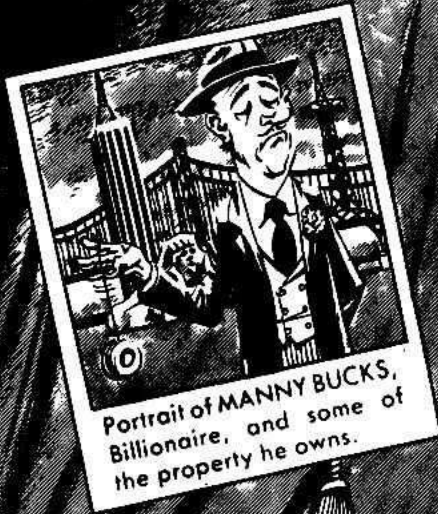
Another way is to go right up to your neighbor's door



. and just knock. But this system can be quite dangerous . . .



. you never know who the joker next door might be



So you think being a millionaire is loads of fun, a snap, a breeze? You think millionaires don't have worries like the rest of us? Well, CRACKED determined to get to the bottom of this. Only we weren't satisfied to interview just an ordinary two-bit millionaire. We went after a BILLIONAIRE, after the richest man in the whole wide world, after that most fabulous moneymaking genius of them all, MANNY BUCKS!

BILLIONAIRE

First off, I want to thank CRACKED, from the bottom of my bank-account, for giving me this VALUABLE opportunity to get a few beef steaks off my chest. Everybody believes a BILLIONAIRE has got it soft, just because he has more money than he could ever spend. Well, take it from MANNY BUCKS, being a BILLIONAIRE isn't all the FUN you probably think it is. There's PLENTY of SOUL-WRACKING MISERY that accompanies amassing a fantastic fortune, as you'll see . . .



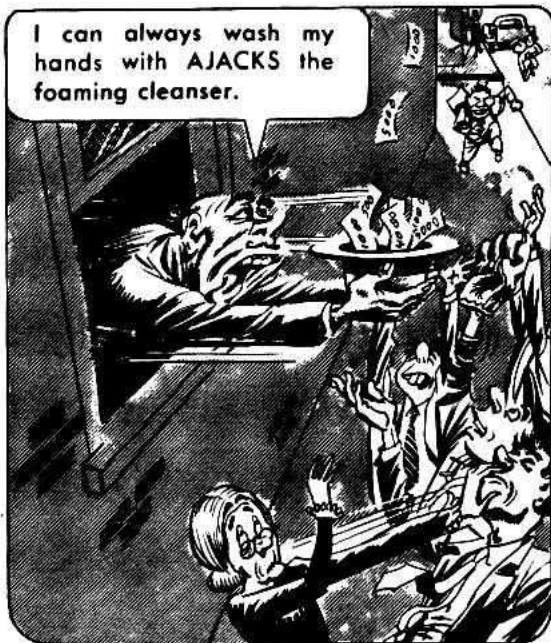
Just think, sometimes people have the audacity to give me money that actually has dirt on it.



("—HEY! Wh'd I DO? I forgot for a minute that I'm the world's TIGHTEST billionaire!—")



I can always wash my hands with AJACKS the foaming cleanser.



Sometimes I make \$150,000,000 in a single deal. I know that statement will make some readers envious, but —

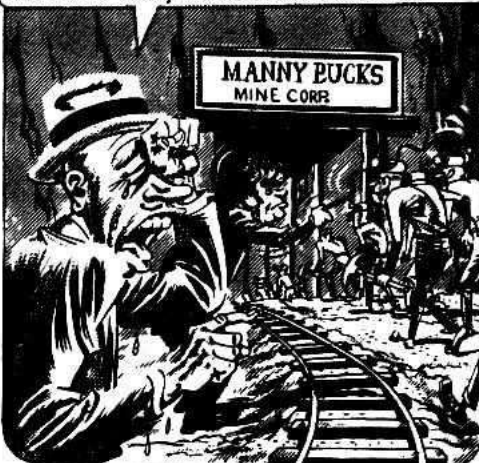


— it isn't EASY to CARRY \$150,000,000 into a bank — and me with a trick back, yet!



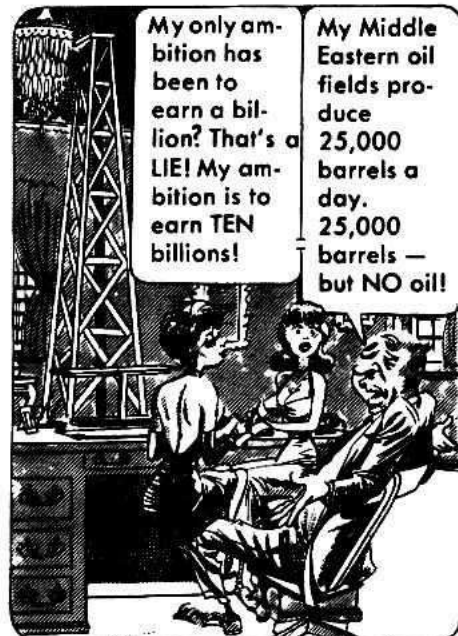
"And those letters I receive all the time, those poor, pathetic, pleading letters . . . of course, I don't even read them, which makes them even MORE tragic . . ."

Look at those LUCKY GUYS, eagerly hurrying into my coal mine to slave underground like TRAPPED RATS! FORTUNATE CHAPS! THEY have all the KEEN FUN, working like DOGS, and what do I get out of it? Only FABULOUS PROFITS!



My only ambition has been to earn a billion? That's a LIE! My ambition is to earn TEN billions!

My Middle Eastern oil fields produce 25,000 barrels a day. 25,000 barrels — but NO oil!



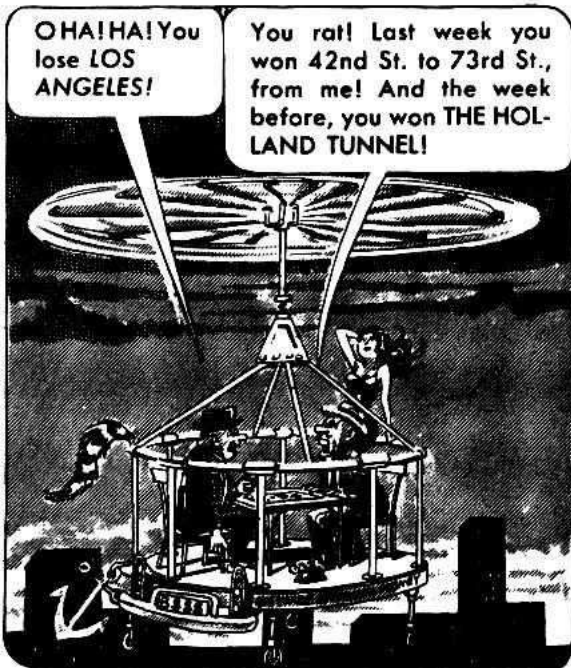
money wreck your life. Send me your dough, so mine will be wrecked instead.

My dog is PSYCHONEUROTIC. \$100,000 WOULD CHEER HIM UP.

If your mother had not rejected my proposal, I would have been your father. Don't be a cruel ingrate, son... Send CASH!

You Money-Loving monster! Send money, or DIE! signed, A FRIEND

"You think it's fun to play 'MO-NOPLY' with friends? My pals and I play for REAL PROPERTY. Most of my friends CHEAT! What else would you expect of ROBBER BARONS?"



OHA!HA! You lose LOS ANGELES!

You rat! Last week you won 42nd St. to 73rd St., from me! And the week before, you won THE HOLLAND TUNNEL!

"And my love life! You'd think it was all peaches and cream, wouldn't you? You'd think everything was just perfect! Well, I'll tell you what it's REALLY been like! Take FIFI, for instance . . ."

I adore you! You are my destiny! You are brilliant! You are handsome!

I have lost all my money, FIFI.





"Fantastic riches has robbed me of all PRIVACY! Everywhere I go, everyone STARES at me!"



" 'Friends'? They used to shake me by the hand."



"But NOW? They shake me by the FEET!!!"



For some strange reason, waiters are jealous of me!



Money! I'm sick of it! I loathe it! Everything I touch turns to money. EVERYTHING! It's a CURSE!



A CASE OF MISTAKEN IDENTITY





CHARLIE'S RIGHT SUBSCRIBE NOW

You won't have to hire a detective to help locate **CRACKED**. You'll know that the next nine hilarious issues will be delivered right to your doorstep
FILL OUT THE COUPON NOW!

Next nine issues \$2.00
Outside of U.S. \$2.50
Mail Coupon To;

CRACKED Subscriptions
218 West 48th St.
New York 36, N. Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

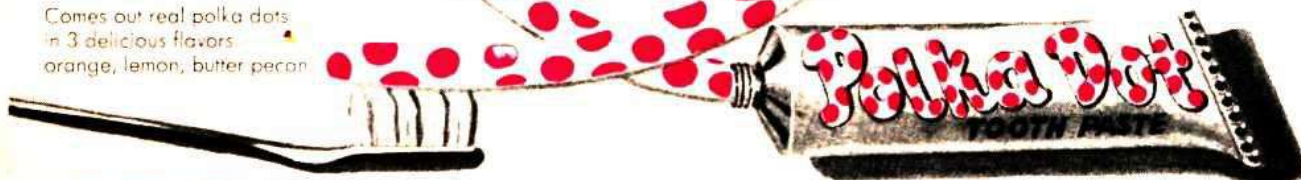
FROM LOVER BROTHERS

NEW *Polka Dot* TOOTHPASTE WITH MAGIC RED POLKA DOTS

The reason it's magic red is 'cause we couldn't find any blue.



Comes out real polka dots
in 3 delicious flavors
orange, lemon, butter pecan



FOR DISCRIMINATING PEOPLE
YOUR OWN SPECIAL BRAND

THE BANKER



THE GAMBLER



THE WOLF



THE DRINKER



Polka Dot

POLKA DOT WITH HEXACHLOROFORM KILLS BAD BREATH GERMS BY HAVING
THEM FALL THRU TINY HOLES CLEVERLY CONCEALED IN POLKA DOTS

Kills germs better than any
other advertisement

The POLKA DOTS
remain
on the teeth
after brushing...
for that
RADIANT smile

